IMPLICIT LINKS SEARCH ENHANCEMENT SYSTEM AND METHOD FOR SEARCH ENGINES USING IMPLICIT LINKS GENERATED BY MINING USER ACCESS PATTERNS

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ABSTRACT OF THE DISCLOSURE

An implicit links enhancement system and method for search engines that generates implicit links obtained from mining user access logs to facilitate

10   enhanced local searching of web sites and intranets. The implicit links search enhancement system and method includes extracting implicit links by mining users' access patterns and then using a modified link analysis algorithm to re-rank search results obtained from traditional search engines. More specifically, the implicit links search enhancement method includes extracting implicit links

15   from a user access log, generating an implicit links graph from the extracted implicit links, and computing page rankings using the implicit links graph. The implicit links are extracted from the log using a two-item sequential pattern mining technique. Search results obtained from a search engine are re-ranked based on an implicit links analysis performed using an updated implicit links

20   graph, a modified re-ranking formula, and at least one re-ranking technique.